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Home - News : Eye teams up with Signposter for six-sheet service

Outdoor

Maisie McCabe, mediaweek.co.uk, 12 November 2009, 3:10pm [Be the first to comment](#)

Eye teams up with Signposter for six-sheet service

LONDON - Airport outdoor media owner Eye has signed up its six sheets to the WPP-backed online outdoor advertising service Signposter.com.



Signposter: offering Eye's portfolio of backlit six-sheet airport sites

Eye's portfolio of backlit six-sheet airport sites can now be booked by advertisers directly using Signposter.com as either a stand-alone media format or part of a mixed format outdoor campaign.

Simon Read, chief executive of Signposter.com, said the deal with Eye means Signposter.com now offers small businesses "straightforward access to advertising at some of the UK's most important and vibrant regional airports".

Signposter.com already offers limited airport advertising in Gatwick, Luton, Southampton and Stansted, but Read said the inclusion of Eye's ad panels on the Signposter.com website is a "big boost" to the Signposter.com portfolio.

WPP first announced it was planning the Signposter.com site in March 2008. The site is designed to help smaller businesses book outdoor advertising and, since its launch in March this year, the majority of major outdoor advertisers have signed up for the service.

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